

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>			Complete if Known		
			Application Number	10/001,772-Conf. #4306	
			Filing Date	October 31, 2001	
			First Named Inventor	Anand Subramanian	
			Art Unit	3622	
			Examiner Name	R. Alvarez	
Sheet	1	of	5	Attorney Docket Number	03485/100H799-US1

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	AA*	US-20050165615-A1	07-28-2005	Minar	
	AB*	US-6,754,873	06-22-2004	Law et al.	
	AC*	US-20040122811-A1	06-24-2004	Page	
	AD*	US-20040119740-A1	06-24-2004	Chang et al.	
	AE*	US-6,725,259	04-20-2004	Bharat	
	AF*	US-6,678,681	01-13-2004	Brin	
	AG*	US-6,658,423	12-02-2003	Pugh et al.	
	AH*	US-6,615,209	09-02-2003	Gomes et al.	
	AI*	US-6,529,903-A1	03-04-2003	Smith et al.	
	AJ*	US-20020133481-A1	09-19-2002	Smith et al.	
	AK*	US-20020123988-A1	09-05-2002	Dean et al.	
	AL*	US-20020042791-A1	04-11-2002	Smith et al.	
	AM*	US-6,804,659	10-12-2004	Graham et al.	
	AN*	US-5,948,061	09-07-1999	Merriman et al.	
	AO*	US-6,134,532	10-17-2000	Lazarus et al.	
	AP*	US-6,044,376	03-28-2000	Kurtzman, II	
	AQ*	US-6,327,590	12-04-2001	Chidlovskii et al.	
	AR*	US-6,009,410	12-28-1999	LeMole et al.	
	AS*	US-5,855,008	12-29-1998	Goldhaber et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
	BA	WO-99/46719	09-16-1999	Cannon Holdings L L C		

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. * CITE NO.: Those application(s) which are marked with an single asterisk (*) next to the Cite No. are not supplied (under 37 CFR 1.98(a)(2)(iii)) because that application was filed after June 30, 2003 or is available in the IFW. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>			Complete if Known		
			Application Number	10/001,772-Conf. #4306	
			Filing Date	October 31, 2001	
			First Named Inventor	Anand Subramanian	
			Art Unit	3622	
			Examiner Name	R. Alvarez	
Sheet	2	of	5	Attorney Docket Number	03485/100H799-US1

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	AT*	US-5,918,014	06-29-1999	Robinson	
	AU*	US-5,991,735-B1	11-23-1999	Gerace	
	AV*	US-6,185,614	02-06-2001	Cuomo et al.	
	AW*	US-4,723,212	02-02-1988	Mindrum et al.	
	AX*	US-4,996,642	02-26-1991	Hey	
	AY*	US-5,105,184	04-14-1992	Pirani et al.	
	AZ*	US-5,353,218	10-04-1994	De Lapa et al.	
	AA1*	US-5,401,946	03-28-1995	Weinblatt	
	AB1*	US-5,459,306	10-17-1995	Stein et al.	
	AC1*	US-5,483,650	01-09-1996	Pedersen et al.	
	AD1*	US-5,583,763	12-10-1996	Atcheson et al.	
	AE1*	US-5,621,812	04-15-1997	Deaton et al.	
	AF1*	US-5,696,962	12-09-1997	Kupiec	
	AG1*	US-5,742,768	04-21-1998	Gennaro et al.	
	AH1*	US-5,822,748	10-13-1998	Cohen et al.	
	AI1*	US-5,832,474	11-03-1998	Lopresti et al.	
	AJ1*	US-5,838,317	11-17-1998	Bolnick et al.	
	AK1*	US-5,848,408	12-08-1998	Jakobsson et al.	
	AL1*	US-5,864,863	01-26-1999	Burrows	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)	MM-DD-YYYY			

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. * CITE NO.: Those application(s) which are marked with an single asterisk (*) next to the Cite No. are not supplied (under 37 CFR 1.98(a)(2)(iii)) because that application was filed after June 30, 2003 or is available in the IFW. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>			Complete if Known		
			Application Number	10/001,772-Conf. #4306	
			Filing Date	October 31, 2001	
			First Named Inventor	Anand Subramanian	
			Art Unit	3622	
			Examiner Name	R. Alvarez	
Sheet	3	of	5	Attorney Docket Number	03485/100H799-US1

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	AM1*	US-5,943,648	08-24-1999	Tel	
	AN1*	US-5,943,679	08-24-1999	Niles et al.	
	AO1*	US-5,961,593	10-05-1999	Gabber et al.	
	AP1*	US-5,987,454	11-16-1999	Hobbs	
	AQ1*	US-5,974,408	10-26-1999	Cohen et al.	
	AR1*	US-6,006,197	12-21-1999	d'Eon et al.	
	AS1*	US-6,016,487	01-18-2000	Rioux et al.	
	AT1*	US-6,018,734	01-25-2000	Zhang et al.	
	AU1*	US-6,026,409	02-15-2000	Blumenthal	
	AV1*	US-6,081,750	06-27-2000	Hoffberg et al.	
	AW1*	US-6,101,503	08-15-2000	Shimura et al.	
	AX1*	US-6,236,978	05-22-2001	Tuzhilin	
	AY1*	US-6,327,574	12-04-2001	Kramer et al.	
	AZ1*	US-6,339,761	01-15-2002	Cottingham	
	AA2*	US-6,629,092	09-30-2003	Berke	
	AB2*	US-7,149,741	12-12-2006	Burkey et al.	
	AC2*	US-5,435,087	07-25-1995	Karkar et al.	
	AD2*	US-4,914,590	04-03-1990	Loatman et al.	
	AE2*	US-5,761,655	06-02-1998	Hoffman	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)	MM-DD-YYYY			

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. * CITE NO.: Those application(s) which are marked with an single asterisk (*) next to the Cite No. are not supplied (under 37 CFR 1.98(a)(2)(iii)) because that application was filed after June 30, 2003 or is available in the IFW. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

<p>Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.</p> <p>Substitute for form 1449A/PTO</p> <p>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</p> <p><i>(Use as many sheets as necessary)</i></p>				Complete if Known	
				Application Number	10/001,772-Conf. #4306
				Filing Date	October 31, 2001
				First Named Inventor	Anand Subramanian
				Art Unit	3622
				Examiner Name	R. Alvarez
				Attorney Docket Number	03485/100H799-US1
Sheet	4	of	5		

[illegible][illegible]

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. * CITE NO.: Those application(s) which are marked with an single asterisk (*) next to the Cite No. are not supplied (under 37 CFR 1.98(a)(2)(iii)) because that application was filed after June 30, 2003 or is available in the IFW. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/001,772-Conf. #4306
				Filing Date	October 31, 2001
				First Named Inventor	Anand Subramanian
				Art Unit	3622
				Examiner Name	R. Alvarez
Sheet	5	of	5	Attorney Docket Number	03485/100H799-US1

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CA	"NewsReal Changes Name to YellowBrix; Bridges the Gap Between Content and Commerce; YellowBrix Technology 'Makes Web Sites Smart' by Advancing Access to Content and Commerce", PR Newswire, Financial News, February 28, 2000, PR Newswire Association, Inc.	
	CB	New Media Age, pg. S16, February 19, 2004, Centaur Communications Ltd.	
	CC	"Infoseek Spin-Off Makes News Real", Multimedia Daily, Vol. 5, Issue 22, February 4, 1998, BRP Publications.	
	CD	"Yellowbrix Promises Gold", Interactive PR & Marketing News, Vol. 6, Issue 24, November 26, 1999, Phillips Business Information.	
	CE	Dvorak, John C., "Advertising Just for You", Boardwalk Magazine, pgs. 142-143, Vol. 13, No. 12, December 1999.	
	CF	Notification of Transmittal Of The International Search Report Or The Declaration And Search For PCT/US01/45483 Dated August 28, 2002	
	CG	"Spy On Your Customers (They Want You To) - New Web Tracking Technology Turns Browsers Into Paying Customers (Company Business and Marketing) BOB TEDESCHI From Ziff Davis Smart Business For The New Economy, 58 Dated August 1, 2001, ISSN: 1528-4034	
	CH	Notification of Transmittal of International Preliminary Examination Report for PCT/US01/45483 dated January 31, 2003	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.